

DESIGN
DIV.

RETURN TO
DESIGN DIV.

BOX
A-1

TH
7961
.I42

NEW LIGHT

A-1

LIKE DAYLIGHT



NEW SIGHT

Cover

rec. Oct, 1950

Cat. A

rec. Oct 1950



Fluorescent

DESK LIGHTING

STYLED FOR THE OFFICE AND HOME OF TODAY

COMPARE

These New

ILE Glareless

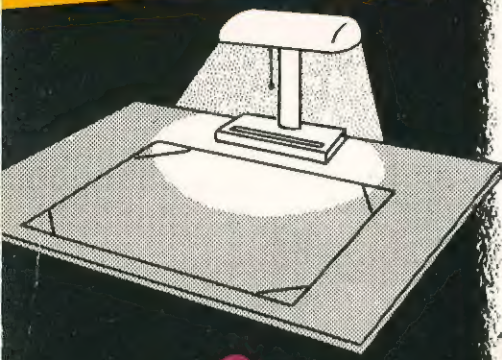
POINT FOR POINT

Desk Lights

WITH ANY OTHER LIGHT

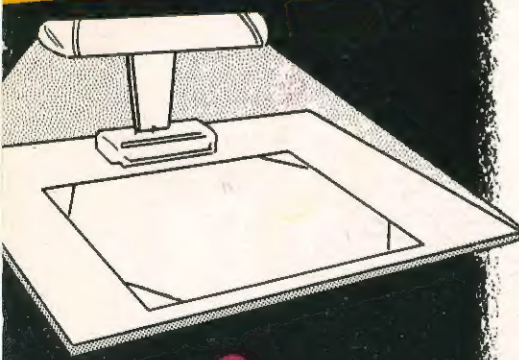
THE OLD WAY

Light emanating from a restricted incandescent source radiates in all directions and diminishes rapidly in illuminating power as it spreads. Only concentration by reflection upon a small circular or elliptical area gives sufficient brilliance in the reading and working plane to place in the reading and working plane. Only examination of close pattern, drawing, needle-work, etc. Such concentration by reflection and re-reflection causes fatiguing, eyestraining glare.

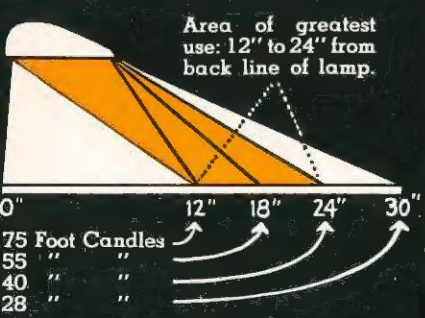


THE I.L.C. MODERN WAY

The generation of light of daylight quality in a long fluorescent cylinder and its diffusion from the smooth white surface of the long I.L.C. parabolic curved reflector, floods every inch of a large rectangular plane of desk-top size with soft, pleasant, glareless light, that permits closest application and strainless sight on the most exacting work.



Here's what the Lightmeter shows on I.L.C. No. 6300 and 6301



In offices and homes everywhere there is an insistent demand for a well-built, serviceable desk lamp that can provide all the desirable features of efficient, economical, fluorescent, daylight color quality lighting, at popular prices.

In I.L.C. Glareless Fluorescent Desk Lamps, we offer you the last word in modern scientific lighting at prices that place these matchless lighting units within the reach of all.



List Price
\$7.95
Less Bulb

No. 6300

No. 6300. Sturdy Single Post Modern Fluorescent Desk Lamp. Base and front and back channels of supporting post are heavy gauge, one-piece stampings. 12½ inches high. Long 19 inch I.L.C. stationary hood with copper plated trim. New I.L.C. parabolic reflector to take an 18 inch, T-8 15 watt fluorescent bulb. Wired for 110 volts, 60 cycles, A.C. (For D.C., add \$0.50 to net cost.) Other great I.L.C. features listed below.

Packed in individual shipping carton, complete with 6 feet of rubber covered approved cord and plug. Shipping weight 8½ lbs.

LIST PRICE each
LESS BULB **\$7.95**

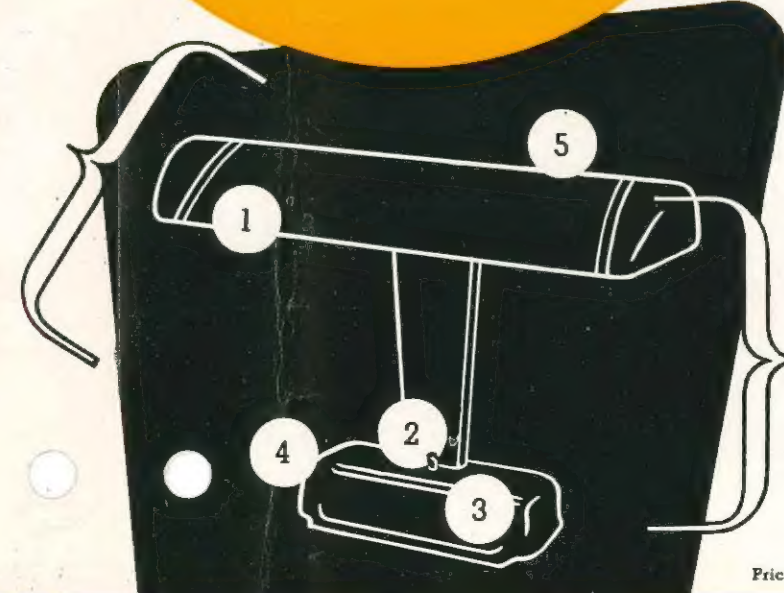
THE LAST WORD IN MODERN DESK LIGHT DESIGN AND CONSTRUCTION

Both the No. 6300 and 6301 I.L.C. Fluorescent Desk Lights shown on this page are fine examples of the designer's art. Either lamp makes an ideal ornamental piece for any office, living room, library, boudoir, or den. Both have the following features:

1. I.L.C. improved hood, with new I.L.C. parabolic reflector lined with chip-proof white baked enamel. Gives maximum light distribution over entire desk top.
2. Equipped with latest ON-and-OFF switch, conveniently placed in the base for easy, instant lighting.
3. Handy troughs on the front of the base for pens, pencils and paper clips.
4. Sturdy, one-piece, heavy gauge metal stamped base, with noise-proof, scratch-proof felt pad on the bottom.
5. Durable Morocco brown wrinkle finish that fits right into the color scheme of any office or home.

All electrical connections, parts and materials, such as insulation, wire, sockets, switches, etc., approved by Underwriters' Laboratories.

1. New, scientific desk lighting in office or home, for new, better sight.
2. Striking examples of the designer's art. Modern design in every line and detail.
3. Daylight color quality, for true color perception and comparison. Blends perfectly with natural daylight.
4. High efficiency in light production. Twice as much light per watt as an incandescent lamp—more and better light per lighting dollar.
5. Full, even lighting over a wider area. No need to concentrate the attention in a small spotlighted ring.
6. Restful, glareless lighting, for efficient sight, without fatigue.
7. Reading ease, without eye-strain, for better concentration and eye health.
8. Soft light, for comfort and relaxation. Only ¼ the heat of incandescent lighting per footcandle of light.
9. Longer lamp life, for economy and lasting, dependable service.
10. New, better lighting without new wiring cost. Operates at full efficiency from regular 110 volt circuit. Supplied for either 60 cycle A.C. or D.C.



No. 6301

List Price
\$8.95
Less Bulb

No. 6301. Double Post "Moderne" Fluorescent Desk Lamp with the new I.L.C. swivel joint adjustable hood and I.L.C. parabolic reflector mounted on two strong one-piece, tubular supporting columns rigidly set in a heavy one-piece stamped base. 15 inches high. Base 10" x 5½" x 1½". Hood 5½" wide x 19" long. Wired for 18 inch, 15 watt "daylight" fluorescent bulb. 110 volts, 60 cycles, A.C. (For 110 volts, D.C., add \$0.50 to net cost.) For other features of this great I.L.C. Desk Lamp see bottom of opposite page.

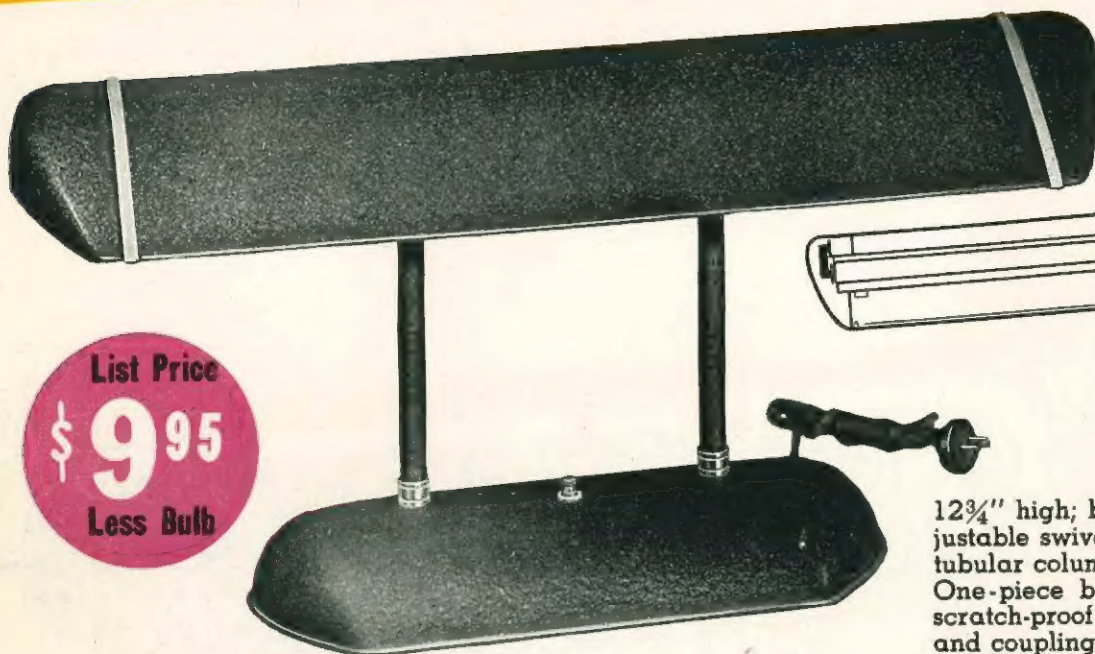
Packed in individual corrugated shipping carton, complete with 6 feet of approved rubber covered cord and plug. Shipping weight 8½ lbs.

LIST PRICE each
LESS BULB **\$8.95**

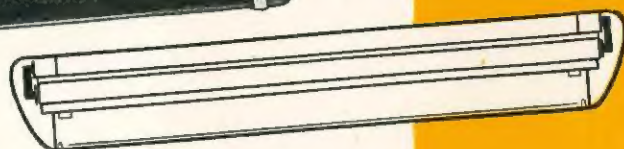
Prices subject to change without notice.

AMERICAS FAVORITE LIGHT . . . Styled by ILE FOR THE OFFICE AND HOME OF TODAY

EFFICIENCY and ECONOMY GO HAND-IN-HAND IN ALL I.L.C. FLUORESCENT DESK LIGHTS



INSIDE VIEW OF
I.L.C. PARABOLIC
REFLECTOR



List Price
\$9.95
Less Bulb

No. 6270

I.L.C. DeLUXE FLUORESCENT DESK LAMP

No. 6270. Handsome, Adjustable "Moderne" Fluorescent Desk Lamp that will grace any office or home. Has all the newest features that contribute to convenience, economy and efficient lighting.

Provides a greater output of restful, glareless light. Wired for powerful 24 inch, 20 watt bulb. New I.L.C. chip-proof white baked enamel parabolic-shaped reflector distributes light evenly over larger working plane.

110 volts, 60 cycles A.C. (For D.C., add \$0.50 to net cost.)

Packed in individual corrugated shipping carton, complete with 6 feet of rubber covered approved cord and plug. Shipping weight 10 lbs.

LIST PRICE each **\$9.95**
LESS BULB

12 $\frac{3}{4}$ " high; base 15" x 5 $\frac{1}{4}$ " x 2"; 25" adjustable swivel hood, mounted on rigid twin tubular columns.

One-piece base covered with noise-proof, scratch-proof felt. Finest quality brass swivel and couplings.

Handy brass On-and-Off switch for easy, instant lighting. Popular durable, Morocco brown wrinkle finish.

Approved switch, socket, wiring, ballast, etc.



B & G - Chicago

Prices subject to change without notice.

INDUSTRIAL LAMP CORPORATION

2501-19 SOUTH DEARBORN STREET • • • CHICAGO, ILL.

Distributed by



P. 2

3-WAY ADJUSTABLE



\$9⁹⁵
LIST
LESS BULB

For Use With
T 12—20 Watt
24" Fluorescent Bulb
110-120 volts 60 cycle
Alternating Current

- 1 ADJUSTABLE SWIVEL HOOD
- 2 ARM WILL SWING TO ANY POSITION
- 3 ENTIRE LAMP WILL RAISE OR LOWER TO ANY HEIGHT DESIRED



No. 6229—Finished in Durable Baked Brown Metallic Enamel with Brass Trim. Inner Reflector finished in Baked White Enamel. Each lamp packed in individual cartons. Wt. 10 lbs.



Fluorescent **CLAMP-ON DESK LAMP**

INDUSTRIAL LAMP CORP., 2501-2519 SO. DEARBORN ST., CHICAGO

Distributed by

P. 3

~~Cover~~

P, 4

~~8-14~~

AMERICA'S FAVORITE LIGHT

*New Light
New Sight*



\$7⁹⁵
LIST
LESS BULB

6094 Fluorescent Dark Lamp. Finished in light blue-grey wrinkle enamel with chrome trim. Light tan wrinkle enamel with copper trim. Dark green wrinkle enamel with brass trim. For use with 18" fluorescent bulb.

List \$7.95

**STYLED FOR
TODAYS HOMES
AND OFFICES**

DESIGNED FOR *Economy and Efficiency*



\$8⁵⁰
LIST
LESS BULB

**24^{INCH}
BULBS**

6104 Fluorescent Desk Lamp utilizing 24 inch bulb. Dark brown wrinkle enamel with copper trim. Also dark green wrinkle enamel with brass trim. List \$8.50



Fluorescent

INDUSTRIAL LAMP CORPORATION
2501 SOUTH DEARBORN STREET - CHICAGO, ILL.

P. 5

Greater

EFFICIENCY

Fluorescent LIGHTING

IN A beautifully DESIGNED

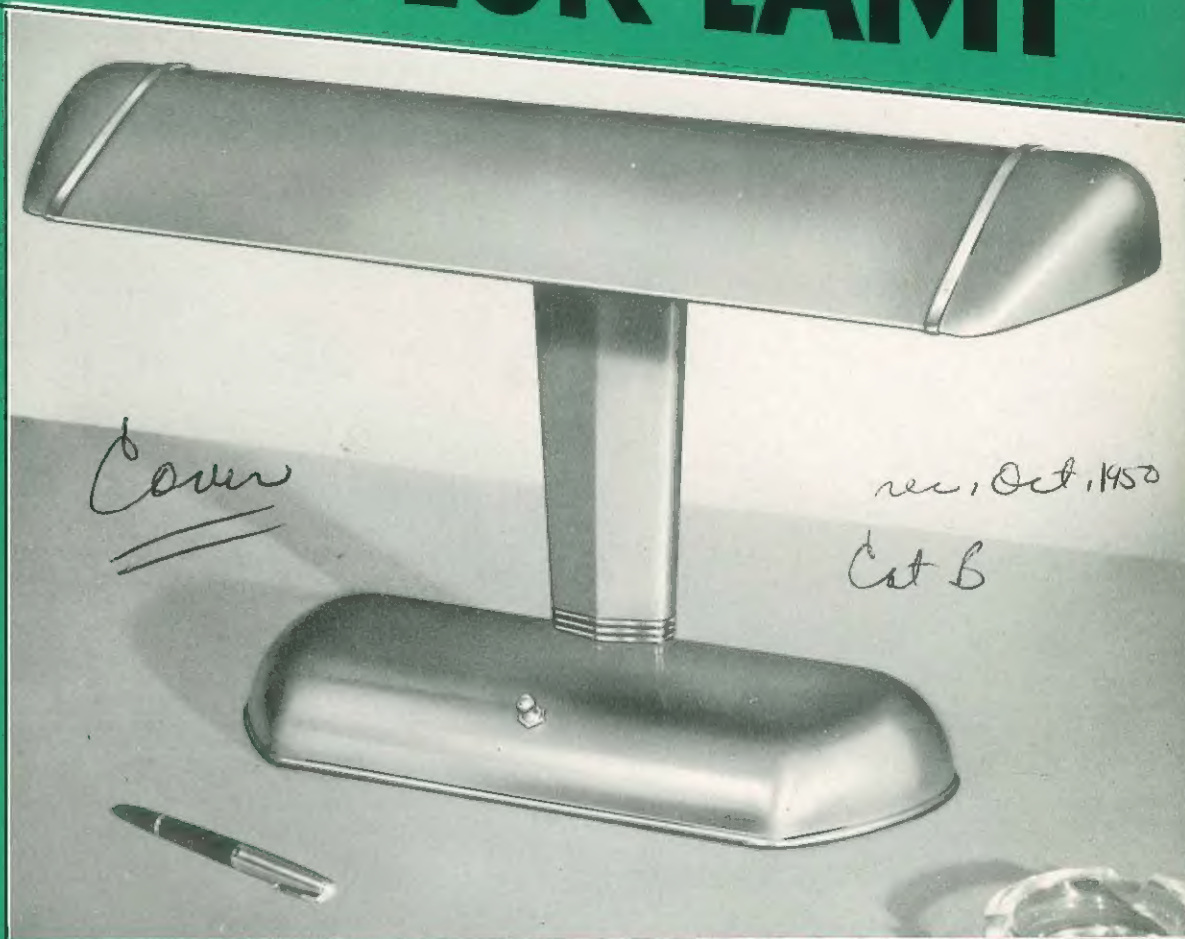
DESK LAMP

- Hood designed to throw maximum light on working plane.

- Finished in Blue-Grey Metallic with Chrome Trim, and Dark Brown Wrinkle with Copper

- Baked White Inner Reflector.

- Each Lamp Individually packed.



No. 6261 . . . For use with TWO T-8, 15 Watt Fluorescent Bulbs . . . High Power Factor Ballast. Stroboscopic Effect Corrected. Weight, 18 lbs. List Price **\$19.95**
LESS BULB

No. 6260 . . . For use with ONE T-8, 15 Watt Fluorescent Bulb. Weight, 12 lbs. List Price **\$12.50**
LESS BULB

INDUSTRIAL LAMP CORPORATION

2501-19 SOUTH DEARBORN STREET • • • CHICAGO, ILLINOIS

Distributed by



Cover

fluorescent



NEW LIGHT
NEW SIGHT

FLUORESCENT LIGHTING IS TODAY'S
LIGHTING • COOL, EFFICIENT, AND
ECONOMICAL, IT IS IN LINE WITH
THE BEST TRADITIONS OF MODERN
LIVING AND BUSINESS • WE PRESENT
HERE OUR NEW LINE OF DESK LAMPS
INCORPORATING THIS NEW LIGHT.



6104

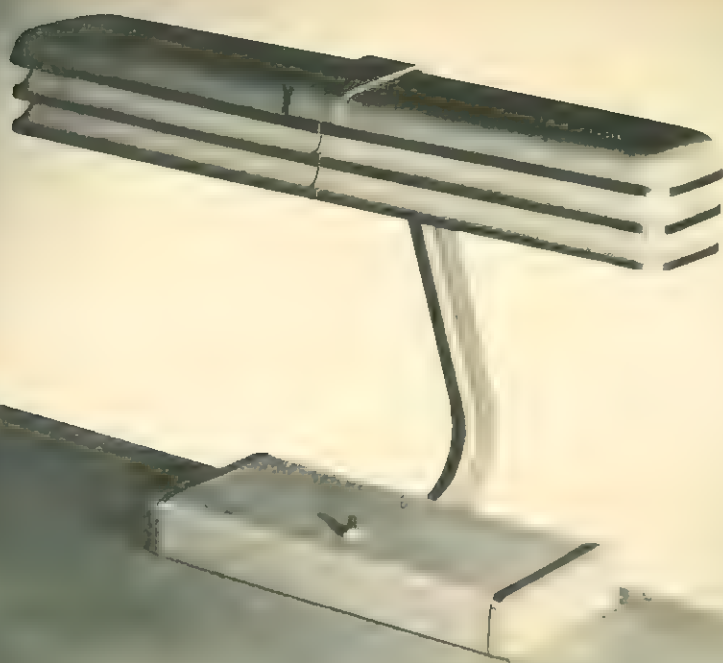
*illustrated is our fluorescent desk lamp utilizing the 24 inch bulb • finished
in dark brown wrinkle enamel with copper-plated trim • lists at only **8.50***



6094 FLUORESCENT DESK LAMP • FINISHED IN LIGHT BLUE-GRAY WRINKLE ENAMEL WITH CHROME TRIM • DIMENSIONS 12 $\frac{3}{4}$ " x 20 $\frac{1}{2}$ " • TAKES 18-INCH BULB **LIST 7.95**

6101 FLUORESCENT DESK LAMP • FINISHED IN BROWN WRINKLE ENAMEL WITH COPPER TRIM • DIMENSIONS 14" x 18 $\frac{1}{4}$ " • TAKES 18-INCH BULB **LIST 7.95**





FLUORESCENT DESK LAMP • FINISHED IN LIGHT TAN WRINKLE ENAMEL WITH COPPER TRIM • DIMENSIONS 13¾" x 19" • TAKES 18-INCH BULB

LIST 12.50

6090

styled

F O R T O D A Y ' S

LIST 10.95

FLUORESCENT DESK LAMP • FINISHED IN DARK GREEN WRINKLE ENAMEL WITH CHROME TRIM • DIMENSIONS 12¾" x 19½" • TAKES 18-INCH BULB

6092



THESE LAMPS
110 VOLTS 60 C
CURRENT ONLY • FOR

ARE WIRED FOR
CYCLE USING AC
DC CURRENT ADD 50c



6093

FLUORESCENT DESK LAMP • FINISHED IN LIGHT GREEN WRINKLE
ENAMEL WITH BRASS TRIM • DIMENSIONS 14"x19" • TAKES 18-INCH BULB

LIST 11.75

HOMES AND OFFICES

LIST 8.50

FLUORESCENT DESK LAMP WITH SWIVELS • FINISHED IN BROWN
METALLIC WITH COPPER TRIM • DIMENSIONS 18 1/4" x 12 1/2" • TAKES 18-INCH BULB



6091



INCANDESCENT DESK LAMP • FINISHED IN BROWN WRINKLE ENAMEL WITH CHROME TRIM • DIMENSIONS 13½" x 11"

NO. 6081 [REDACTED] **LIST 4.50**

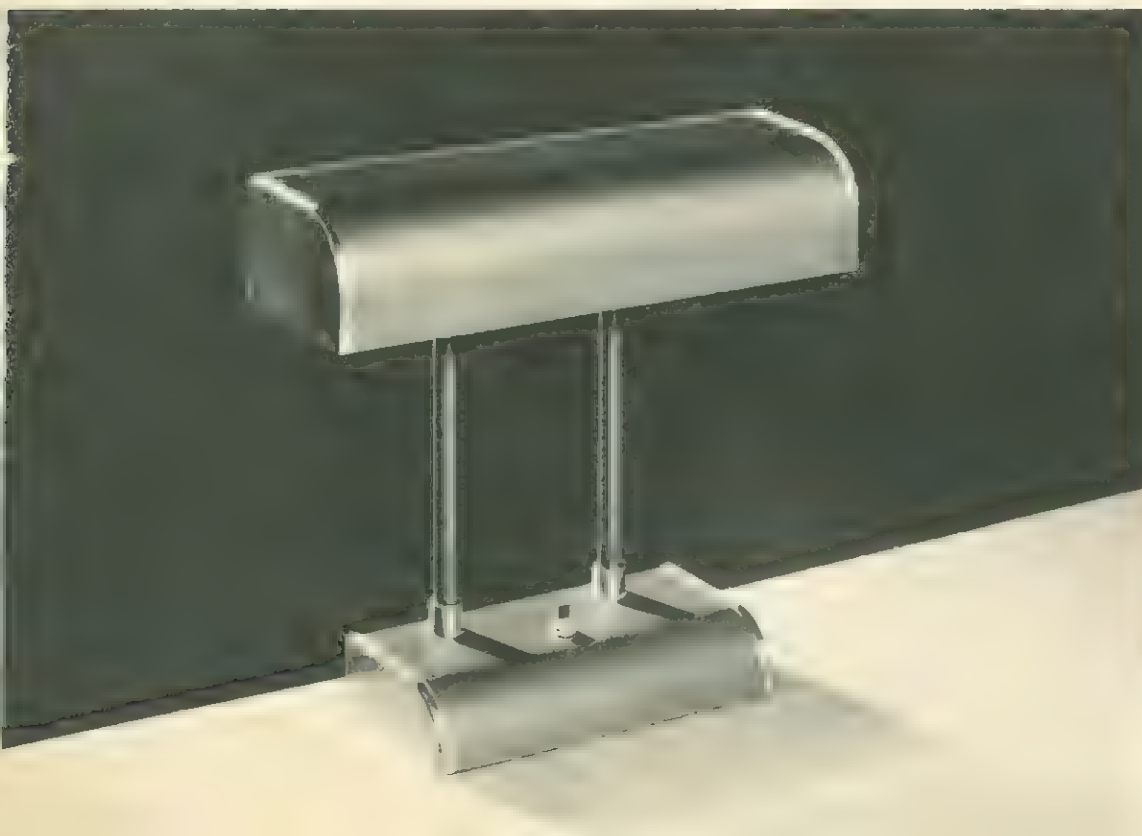


INCANDESCENT DESK LAMP • FINISHED IN BROWN WRINKLE ENAMEL • DIMENSIONS 12" x 10½"

NO. 6079 [REDACTED] **LIST 4.00**

designed F O R M O D E R N E

[REDACTED] **LIST 3.75**
INCANDESCENT DESK LAMP WITH CONCEALED SWIVELS • FINISHED IN DARK BROWN METALLIC WITH COPPER TRIM • DIMENSIONS 11¼" x 11½"



DESK LAMPS ON
PAGES TAKE ST
BULBS, ARE NOT

6080



INCANDESCENT DESK LAMP • FINISHED IN LIGHT BLUE-GRAY
WRINKLE ENAMEL AND CHROME • DIMENSIONS 11½" x 10½"

• **NO. 6078** **LIST 3.75**



INCANDESCENT DESK LAMP • FINISHED IN LIGHT BLUE-GRAY
WRINKLE ENAMEL WITH CHROME TRIM • DIMENSIONS 10½" x 10¾"

• **NO. 6045** **LIST 4.50**

CONOMY AND EFFICIENCY

LIST 5.00
INCANDESCENT DESK LAMP • FINISHED IN GREEN WRINKLE
ENAMEL WITH CHROME TRIM • DIMENSIONS 10 7/8" x 12"

**IN THESE TWO
STANDARD MAZDA
FLUORESCENT**



6073



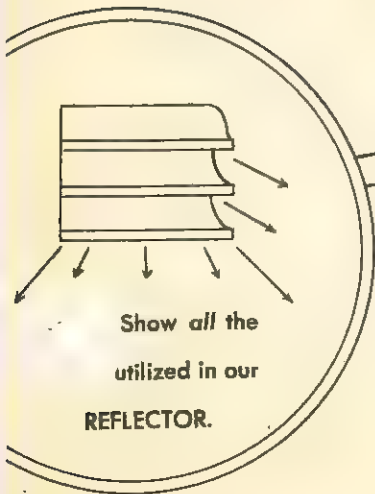
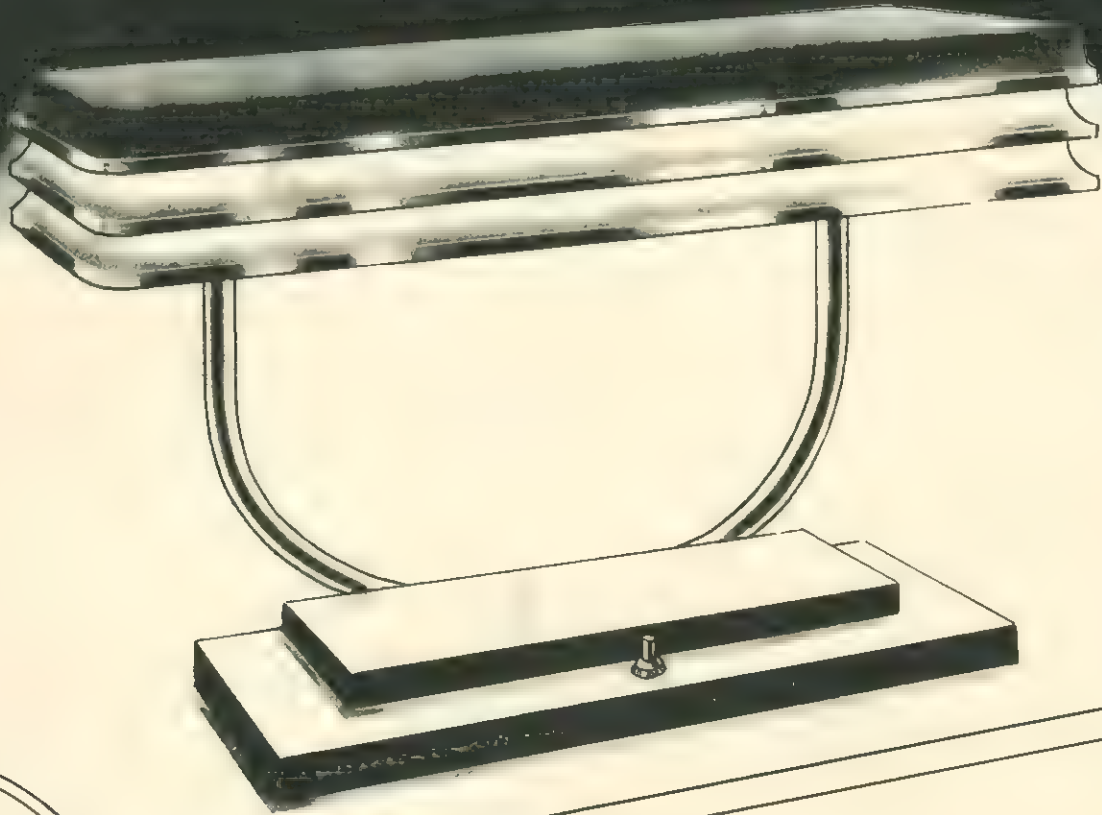
INDUSTRIAL LAMP CORPORATION

2501 SOUTH DEARBORN STREET • CHICAGO, ILLINOIS

T E L E P H O N E C A L U M E T 3 5 7 0

LUVOR* LIGHTING

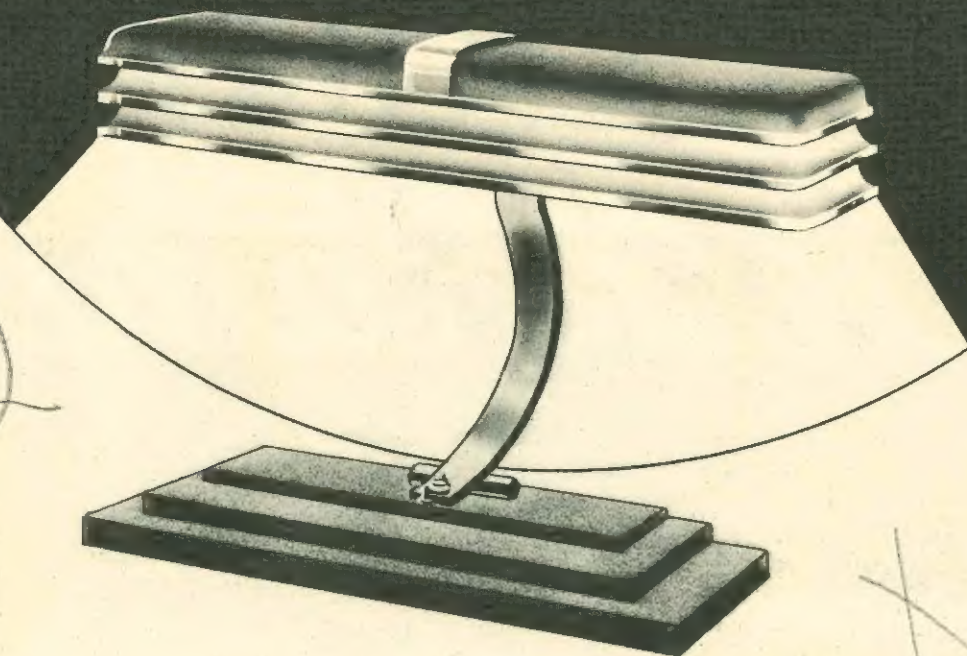
in desk lamps



* *lavor lighting* is a special term used for the complete and efficient type of lighting obtained from using our newly developed louvre reflector. It is designed to utilize *all* the light and to increase the radius of lighting efficiency.

lavor lighting in fluorescent desk lamps

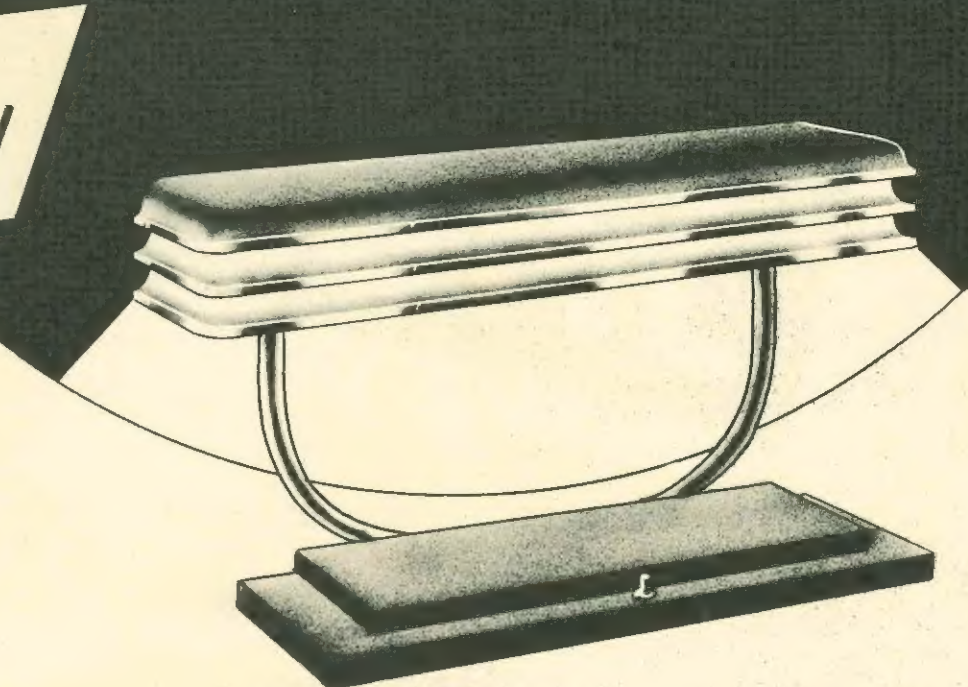
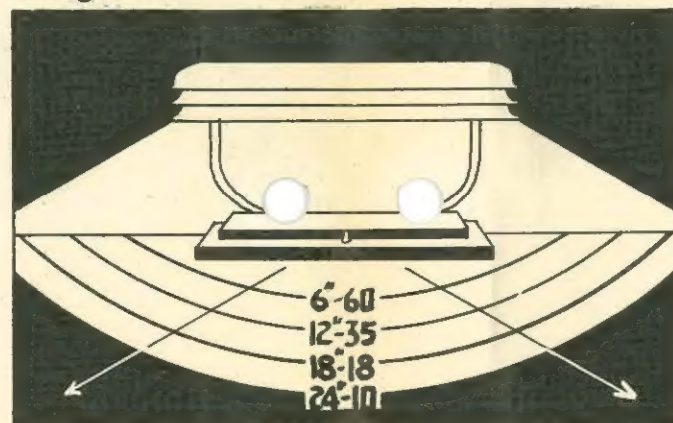
page 2



FLUORESCENT DESK LAMP • No. 9040
 FINISH • 2-tone Bronze Wrinkle Enamel
 List \$8.85
 Chrome and Statuary Wrinkle Enamel
 List \$9.75
 DIMENSIONS • 14½" high by 19¼" long

you can't beat this combination!

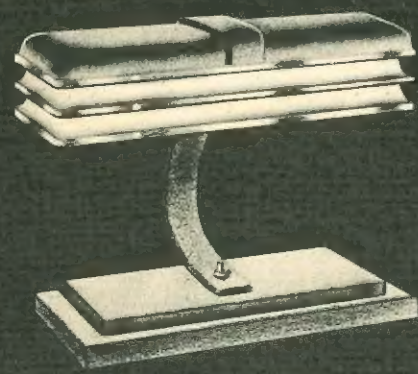
lavor lighting PLUS DAYLIGHT FLUORESCENT. Besides the efficiency of our new reflector you have the additional advantages of more light, cooler light, and accurate light (colors indoors are the same as outdoors), at the low cost that DAYLIGHT FLUORESCENT brings.



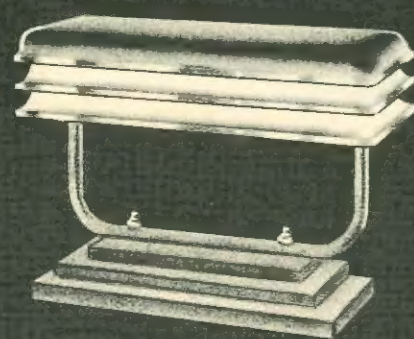
FLUORESCENT DESK LAMP • No. 9050
 FINISH • 2-tone Bronze Wrinkle Enamel
 List \$8.65
 Bronze Wrinkle Enamel and Chrome
 List \$9.55
 DIMENSIONS • 10⅝" high by 19¼" long

Diagram to the left shows the number of foot-candles of light per unit of space generated by our fluorescent desk lamp.

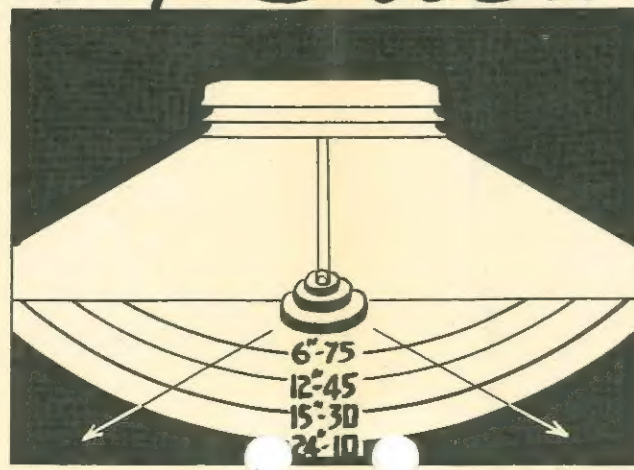
-with our desk lamps using standard bulbs



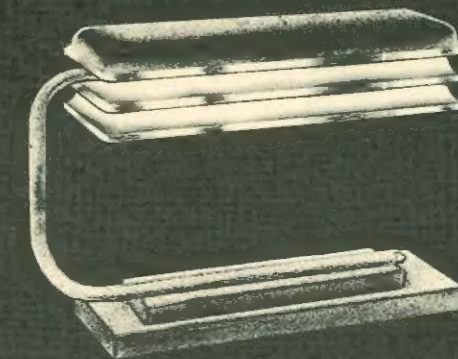
DESK LAMP • No. 9000
 FINISH • Statuary Wrinkle Enamel
 List \$3.65
 Chrome and Statuary Wrinkle Enamel
 List \$4.15
 DIMENSIONS • 10⅜" high by 12" long



DESK LAMP • No. 9030
 FINISH • 2-tone Mauve Wrinkle Enamel
 List \$3.25
 Chrome and Mauve Wrinkle Enamel
 List \$3.75
 DIMENSIONS • 10" high by 12" long



The number of foot-candles of light per unit of space as generated by our desk lamp using a standard light bulb is shown in the above diagram.



DESK LAMP • No. 9020
 FINISH • 2-tone Taupe Wrinkle Enamel
 List \$3.25
 Chrome and Statuary Wrinkle Enamel
 List \$3.75
 DIMENSIONS • 11" high by 14⅛" long



DESK LAMP • No. 9010
 FINISH • Chrome and Taupe Wrinkle Enamel
 List \$3.95
 DIMENSIONS • 13¼" high by 12" long

SALES

THINK OF THE INCREASED SALES RESULTING
WHEN SUPERIOR STYLE, QUALITY, AND
EFFICIENT LIGHTING ARE COMBINED IN A
LOW-COST DESK LAMP. WRITE FOR DEALERS'
QUANTITY DISCOUNTS AND SPECIAL GROUP
PRICES.

*don't delay
write today!*

INDUSTRIAL LAMP CORPORATION
429 WEST SUPERIOR STREET CHICAGO, ILLINOIS

RETURN TO
DESIGN DIV.



LIBRARY OF THE
U.S. AIR FORCE
HAGAR, ARIZONA